



SCALE UP PROGRAM

Cohort 2017

This social enterprise collects floral waste from the temples in Uttar Pardesh thereby preserving River Ganges from becoming a religious sewer. The waste is then handcrafted by rural women self-help groups into patented organic fertilizer and incense sticks and stones.

These products are currently available for purchase online through their website

(<https://www.helpusgreen.com>).



Impact of the innovation:

They are preventing 7600 Kgs waste flowers and 97 Kgs toxic chemicals from getting into the river daily and providing employment to 1200 rural families.

- **Business Challenge faced:**
 1. Redefining the Marketing and communication Strategy
 2. Distribution Channel management
- **Mentor:** Ameya Velankar, Group Category Head, Marico Limited
- **Duration of engagement:** 6 months

